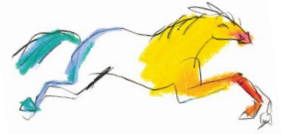


# PROS AI Branding

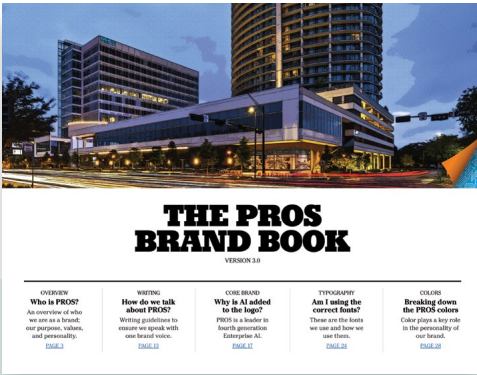
A Wild Horse Communications Case Study | [Learn more at wildhorsecom.com](https://www.wildhorsecom.com)



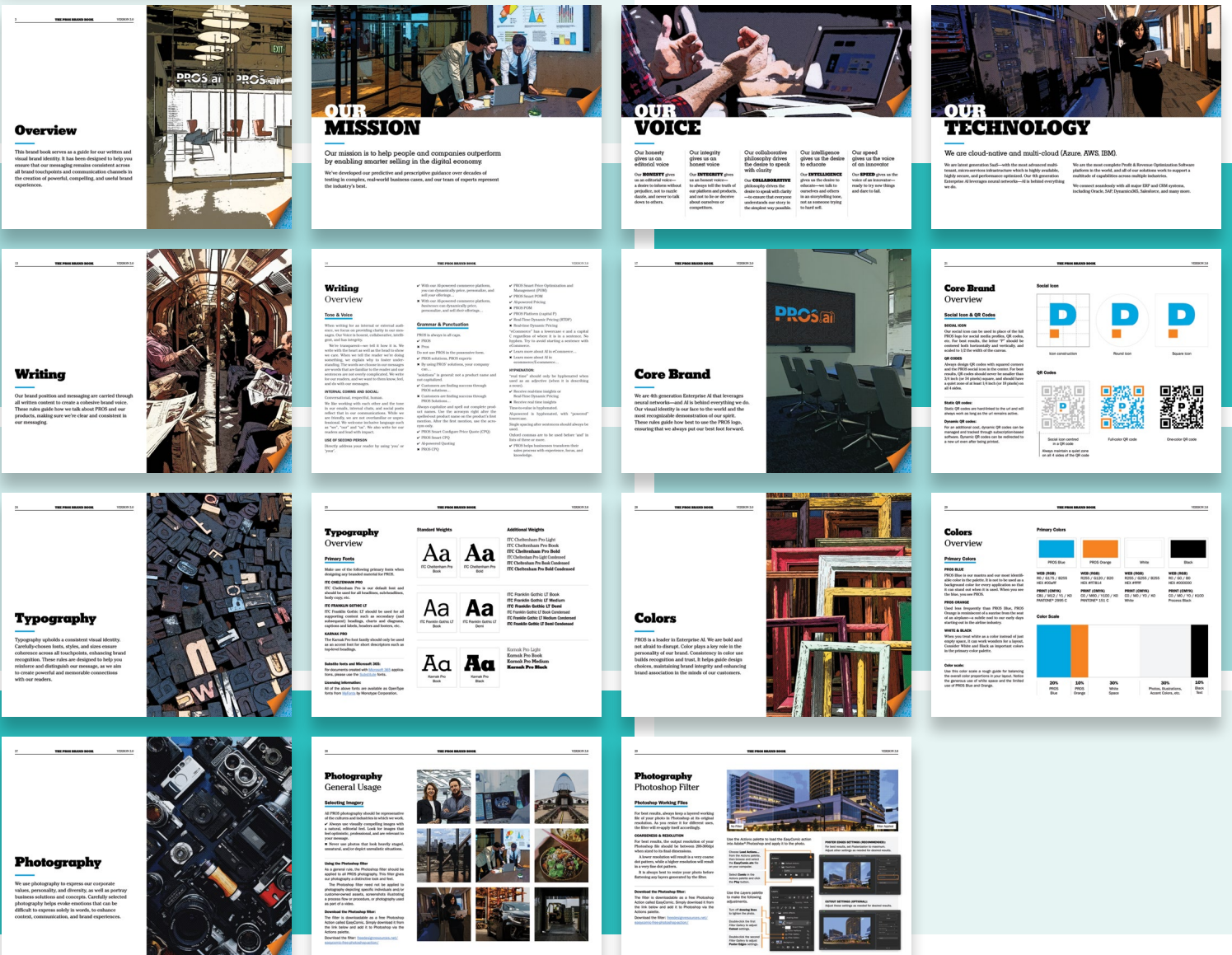
PROS AI (Profit & Revenue Optimization Software) specializes in AI-powered CPQ solutions trained on more than 40 years of proprietary customer data.

The combined knowledge, experience and insight exhibited by PROS employees and the PROS AI platform represents a valuable resource in the world of profit and revenue optimization. Inspired by this, the branding was designed to embrace a no-nonsense, editorial approach with the promise to be honest, sincere and trustworthy.

inspired  
intelligent  
spirited



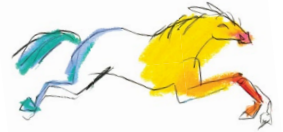
# PROS ai





# PROS AI Website

A Wild Horse Communications Case Study | [Learn more at wildhorsecom.com](https://www.wildhorsecom.com)



inspired  
intelligent  
spirited

The PROS website represents a wealth of knowledge in the world of profit and revenue optimization. The website was designed to embrace an editorial look and feel, focused on well-written content.

PROS.ai

Home

Products

Customers

Partners

Events

Blog

Support

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THE CFO'S BEST-KEPT SECRET FOR PROFITABLE GROWTH.

The world's most complete Profit & Revenue Optimization Software platform, loved by the world's most successful companies

Offer Optimization

Revenue Management

Dynamic Pricing

Analytics AI

Offer Creation

Revenue Merchandising

RIC

Order Management

Revenue

Partner

Revenue

Offer Marketing

Acquisition

Conversion

Retention

Inventory Management

Low Stock

Alert

Forecast

When your customers love you this much, it's enough to make you blush

"For us, it's the heart of the organization that hold all the prices and our business logic and really drive the revenue and profitability for the whole organization."

SINOVESCO

PRODUCTS | Profit & Revenue Optimization Solutions

PROS Profit & Revenue Optimizations products recognized as market leaders by respected analyst firms

PROS is the only independent software solution to be named a Leader in CPO by both Gartner and Forrester as well as a Leader in Price Optimization and Management by IDC, due to our clear vision for the PROS Platform, as well as our deep and broad product capabilities.

In particular, PROS solutions were recognized for our fast and intuitive user interface, superior product catalog, AI-driven guided selling capabilities, and comprehensive support for deal negotiation. Read the latest research from industry analysts to learn more about PROS technology and why we're leading the pack.

Offer Optimization

Offer Creation

Order Management

Offer Marketing

Inventory Management

Priceware

The CFO's best-kept secret for profitable growth

The CRO's secret weapon for revenue growth

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Research

Proven to drive profitable growth and proven to payout in year 1

We gathered data from 131 PROS customers to understand how they were using PROS to drive profitable growth. The results were astounding.

Average Margin Improvement

+200%

or as high as +500%

Average Efficiency Gain

+67%

or as high as +90%

Average Revenue Lift

+8%

or as high as +100%

Working with countless customers through the years, PROS has created an amazing repository of hundreds of customer testimonials, recordings, and case studies. Which is great, but it's the honest truth that it's typically not that difficult to find a customer or two to sing your praises.

So, how do you know the customers who share aren't just the lucky few, cherry-picked to show off almost unattainable results? How do you know your business investment will pay off?

Quantifying ROI is a standardized way to key in this analysis. This was done through determining three ROI categories of Efficiency Gain, Revenue Lift, and Margin Improvement. The science team then created normalization statistics overall which showed valuable ROI findings of statistical significance.

Summary of Research Findings

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Average Efficiency Gain: +67%

90 customers (69%) showed quantifiable efficiency gains

Average Margin Improvement: +200%

41 customers (31%) showed quantifiable margin improvement

Average Revenue Lift: +8%

49 customers (37%) showed quantifiable revenue lift

41 customers (31%) reported ROI in multiple categories

The 30% case is due to sales expansion from a customer channel, enabled by PROS software

Average revenue lift was 4%, or as high as 20%, including the net effect case

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ROI for Airlines versus B2B Customers

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Blogs

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The PROS B2B Blog

The PROS Travel Blog

Quantum Simplex

Copernican Shift

Moving the Decimal

Justin Time

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Food & Consumables

Get a Handle on Complex Pricing to Beat Food Industry Inflation

PROS advanced AI delivers results to the world's top Food & Consumables industry brands — making it the industry's Best-Kept Secret for Profitable Growth.

CROSS-QUOTING CAPABILITIES

A multinational food corporation developed complex quoting capabilities and more with AI-powered Pricing by PROS.

+3.7% REVENUE UPLIFT

A multinational ingredient producer is prepared to gain a 3.7% revenue uplift, even after pricing across thousands, and more with AI-powered Pricing by PROS.

+100 BASIS POINT MARGIN INCREASE

A leading dairy manufacturer experienced a 100% basis point margin increase and more with AI-powered Pricing by PROS.

Success Stories

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HP

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Read more →

Q-BASE

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Read more →

AEROMEXICO

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Read more →

Read PROS customer stories →

Partners

Lorem Ipsum Dolor Sit Consectetur Adipiscing Elit Sed Diam Nonummy

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All Partners

Technology

System Integrations

Advisory

Industry Associations

Microsoft

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Adobe

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System Integrators

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CUSTOMERS | Outperforming with PROS

Customers using PROS software outperformed the major market indexes by +20% in 2023

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Index Performance January 2022 through September 2023

PROS Customers are down +22%

Market Indexes are down a average of 23.5%

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PROS Platform Summer Release 2023

Elevate Your Business with PROS

Subscriptions Lifecycle Management

PROS has expanded the suite of capabilities to serve different business models, providing Subscriptions with the strongest power of our PROS Platform.

Power Pages Portal: Enable Multi-Channel Selling

With Power Pages, you can create a multi-channel selling experience, enabling your customers to interact with your business through various channels, and increase your sales potential using the same content.

Price Optimization Advanced Analytics: Unleash the Power of Our AI Engine

In the Summer of 2023, the PROS Platform offers powerful new capabilities to enhance your AI's visibility into the details behind our AI-powered pricing.

Your Journey to Success Starts Here

With these groundbreaking additions to the PROS Platform, we are committed to enabling the possibilities for your business.

Release notes →

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Remember me

Log in →

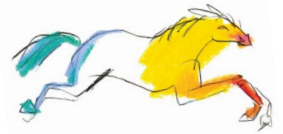
Need help? Support is here

Get in touch with our support team via chat, email, or phone.



# PROS AI Tradeshows

A Wild Horse Communications Case Study | [Learn more at wildhorsecom.com](https://www.wildhorsecom.com)



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Tradeshow material includes printed communications with QR codes linked to online resources, as well as flexible templates for social media posts, webinars, videos and other promotional content.

## Chemicals Industry

### THE PROS PLATFORM

**WHAT IS THE PROS PLATFORM?** BUILT ON INDUSTRY LEADING AI, the PROS Platform is comprised of PROS Smart Price Optimization and Management as well as PROS Smart Configure Price Quote. Each of these solutions offers a set of interconnected capabilities and insights that help accelerate revenue growth, drive channel harmonization, provide pricing and quote efficiencies, and much more.

### Optimizing Dynamic Pricing for Omnichannel Commerce

**HOW ARE CHEMICAL COMPANIES** growing market share and margins through the complexities of market volatility? Supply chain constraints, fluctuating feedstock prices, environmental regulations, and changing consumer demands have all contributed to pressures that ultimately affect the bottom line. In

order to grow and improve profitability, chemical companies are looking to accelerate digital transformation, starting with pricing strategy. PROS Smart Price Optimization and Management gives chemical companies the tools they need to develop impactful pricing strategies backed with cutting-edge AI.

#### Business challenges addressed by AI-powered Pricing

- Ability to keep up with the pace of the market and increasing volatile costs
- Establish a centralized system for prices, creating a consistent pricing strategy to ensure all products are priced uniformly
- Improve pricing discipline by eliminating over-discounting, inconsistencies, and high variability in your prices
- Gain visibility into the willingness-to-pay for your customers, providing them with timely and personalized prices
- Quickly, accurately, and automatically deploy pricing for thousands of products across multiple geographies
- Convert prices in real time to the currency of the quote, order, contract, or transaction
- Take relevant action to prevent revenue and margin leakage and drive improvements
- Develop a change management plan to drive user adoption among various departments within your organization to ensure rapid and lasting ROI

#### PROS SMART PRICE OPTIMIZATION AND MANAGEMENT (POM)

Manage, optimize, and update prices dynamically and automatically with a system that is responsive to real-time changes.

**Fight downward pricing pressure** by providing sales with personalized recommendations and guidelines based on your customer's willingness-to-pay and your pricing strategy.

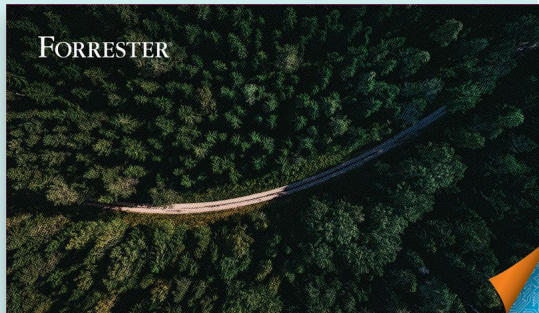
**Deliver the right price to your ERP, CRM, and eCommerce systems** with integrated availability and unmatched performance globally by evaluating the sequence to grab the right price across contracts, quotes, promotions, and list prices.

**Identify targets for margin and price opportunity**, quickly adjust prices for all products and customers, and bring those opportunities in line with optimal pricing strategies, market-relevance, and competitive pricing.

**Gain complete visibility from List Price to Pocket Margin** while gaining insight into period-over-period trends to identify price, volume, mix, and customer attrition/escalation issues to execute and validate strategies.



WANT TO LEARN MORE?  
SCAN THE CODE



**“The financial analysis found benefits of \$10.30M over 3 years versus costs of \$2.06M, adding up to an NPV of \$8.24M and an ROI of 400%”**

Forrester Consulting study commissioned by PROS, May 2023.

Results are for a composite organization representative of interviewed customers.

PROS is the only independent software solution to be named a Leader in CPQ by both Gartner and Forrester as well as a Leader in Price Optimization and Management by IDC, due to our clear vision for the PROS Platform, as well as our deep and broad product capabilities.

In particular, PROS solutions were recognized for our fast and intuitive user interface, superior product catalog, AI-driven guided selling capabilities, and comprehensive support for deal negotiation. Read the latest research from industry analysts to learn more about PROS technology and why we're leading the pack.

<b>&lt;9mos</b>	400% ROI over three years with a payback of less than 9 months
<b>+3%</b>	3% incremental revenue worth \$2.8 million
<b>+75bps</b>	75 basis points profit margin increase worth \$7.2 million



WANT TO LEARN MORE?  
SCAN THE CODE



## Margin pressure? Revenue leakage? It's time for PROS Enterprise AI

Transform your pricing and sales strategies with the PROS Enterprise AI platform to drive profitable growth and competitive advantage.

#### Real-time dynamic pricing

Leverage PROS Enterprise AI and machine learning to calculate, update, and manage price lists for millions of SKUs. Put your most profitable price forward and automatically adjust to real-time inventory counts, fuel costs, and other external factors that can chip away at margins.

#### Streamlined end-to-end selling processes

Win more deals by being first-to-quote with quotes in seconds, automated quoting, agreements and contracting. Send opportunity insights to sales reps with AI-powered pricing guidance and reduce sales cycles with pre-approved prices.

#### Stop margin leakage

Keep tabs on fluctuating material costs, eliminate over-discounting, introduce new revenue streams, and maintain competitive market pricing to improve win rates and grow profits.

#### Real-time insight into customer behavior

Leverage the speed and processing power of PROS Enterprise AI and machine learning to identify patterns in purchasing behavior, spot cross-sell and up-sell opportunities to boost revenue, and recognize the early signs of attrition to help prevent churn.

#### Deliver personalized customer experiences

Offer B2B buyers a B2C-like purchasing experience across sales channels, with fast and transparent pricing that boosts customer satisfaction and helps increase their lifetime value.

#### Overhaul slow and inefficient processes

Replace manual workflows with automation to accelerate the quote-to-cash timeline, saving teams from error-prone spreadsheets and time-consuming analog tools.



WANT TO LEARN MORE?  
SCAN THE CODE



### Meet the PROS at Booth No. 10

Visit the PROS Profit Professionals



**Dr. Michael WU**  
Chief AI Strategist

**FUN FACT** Michael is a huge fan of Oppenheimer. He spent many hours as an undergraduate in LaCombe Hall, where Oppenheimer's office was at UC Berkeley. He also worked at the Los Alamos National Lab, where Oppenheimer led the creation of the atomic bomb.

Dr. Michael Wu, a world-leading expert on AI and machine learning (ML), is the Chief AI Strategist at PROS. He's been named as a Senior Research Fellow at the Ecole des Hautes Etudes Commerciales and concurrently serves as an advisor and a lecturer for UC Berkeley Extension's AI programs. Prior to PROS, Michael was the Chief Scientist at Lithium for a decade, developing predictive and prescriptive algorithms to extract insights from social media big data. In addition to being a DOE fellow at the Los Alamos National Lab, he holds a triple major undergraduate and a PhD from UC Berkeley, where he used ML to model the human brain. His insights were recently featured in the 40 Lectures on Artificial Intelligence book, and have inspired many global enterprises.



**Cody NAGY**  
Lead, Adoption Consultant

**FUN FACT** While currently a full-time resident of the US, Cody has spent a few years living, studying, and working abroad in Germany and still maintains a deep love for travel.

Cody Nagy has been with PROS for 5+ years starting his tenure implementing our B2B solution suite across a wide range of industries. He subsequently joined the Customer Success team three years ago and serves as primary lead of the PROS Customer Adoption Program which places a keen focus on driving adoption and value for PROS customers. Cody is based out of Raleigh, NC.



**Josh HILL**  
EAM

**FUN FACT** Josh is a Girl Dad, Visual Artist, and a World Traveler. Josh Hill is an experienced technology and sales consultant who has spent the last few decades helping companies achieve their strategic business objectives and solve complex problems with leading technology solutions. As an Executive Account Manager at PROS, Josh is passionate about his customers' success in pricing and empowering them to drive profitable growth through AI-Powered Price Optimization.



**Bhavin MISTRY**  
SSM

**FUN FACT** Bhavin lives in Houston and enjoys coaching his son's sports teams. Bhavin Mistry has 20+ years of experience implementing SaaS solutions and has led professional services teams through many successful implementations. In his role, Bhavin helps customers deliver their implementation roadmap to ensure a fast time to value and measurable return on investment. Bhavin enjoys building strong relationships with clients and internal teammates through genuine curiosity and an eagerness to solve business challenges.



**Joshua BARDELL**  
Pricing Principal

**FUN FACT** In his free time, Joshua builds experimental airplanes, gets them FAA airworthy and test flies them into fun flying planes.

Joshua Bardehl has spent the past four years working closely with prospects and customers to ensure each platform and implementation is successfully matched to provide optimal customer value. Joshua has focused his career on strategic pricing initiatives to drive margin dollars. Joshua has seen the pricing world from a number of different angles, having led pricing teams, selected and implemented pricing systems, as well as selling pricing software.



**Nidhi BAGRI**  
VP & Head of Sales & Solution Consulting

**FUN FACT** Nidhi loves to travel and understand new cultures. On another note, some people claim that she has an eidetic memory.

Nidhi Bagri leads the company's go-to-market organization and overall growth engine within the B2B space in AMER, including the company's extensive network of customers, partners, and pricing experts. She is focused on transforming pricing initiatives for customers with best-in-class solutions and customer experience.



**Brett McLEMORE**  
EAM

**FUN FACT** Brett has been skydiving and bungee jumping on the same day in New Zealand.

Brett McLeMORE is an SaaS Sales Leader successful in building profitable relationships and meeting complex sales by developing target accounts, delivering world-class customer care, providing insightful recommendations, and specializing in customer and partner success.



**Sarah BRAGG**  
EAM

**FUN FACT** Sarah was born and raised in the Atlanta area.

Sarah Bragg has spent the last 20 years working with companies to assist them in the application of technology to solve business problems. Sarah holds a bachelor's degree from The University of Alabama and a MBA from Georgia Institute of Technology. Her passion is to help her customers improve business processes by using the latest and greatest technology trends all the while providing cost savings and improved margins to her customers.



Scan the code to read the Forrester report



### Modern Airline Retailing

## Embracing New Frontiers with AI Technologies

**WATCH NOW**

PROS.ai | TURKISH AIRLINES

### Webinar Series

## Ensuring Transparency in Price Optimization

Unveiling the Strengths of AI-powered Pricing Strategies

March 14, 2024 | 1:00PM CST **REGISTER NOW**

PROS.ai | WEBINAR SERIES

**Bryan Kruming**  
Strategic Consultant  
PROS

### AVIATION FESTIVAL ASIA

Feb 28-29 | Singapore

## Keynote

# Modern Retailing: AI-driven Revenue Optimization & Offer Creation

**Surain Adyanthaya**  
President, Travel  
PROS

PROS.ai | AVIATION FESTIVAL ASIA

### Success Stories

## How Crescent Electric is enhancing profitability with PROS

AI doesn't have to be scary

PROS.ai | CRESCENT ELECTRIC

### Events

## Meet PROS at the 2024 SOCMA Show

February 19-21  
Nashville, TN

**REGISTER NOW**

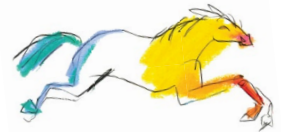
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# PROS AI Presentations

A Wild Horse Communications Case Study | [Learn more at wildhorsecom.com](https://www.wildhorsecom.com)

Presentations can include a mixture of content from curated slides libraries as well as custom content using branded templates. Wherever possible, slides and templates are built natively and optimized for maximum editability and minimum file size.



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### Today's Agenda

**PROS at a Glance**

**The Perfect Storm**

Airline IT Infrastructure  
Digitally-native Customer Expectations  
Artificial Intelligence (AI)

**The Path to Modernization and How to Fund It**

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### PROS at a Glance

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### PROS at a Glance

<b>\$304 mm</b> Total Revenue FY 2023	<b>30%</b> Subscriber Revenue CAGR Since Cloud Transition (FY 2020 - FY 2023)	<b>84%</b> Recurring Revenue as a % of FY 2023 Total Revenue	<b>\$33mm+</b> Improvement to Free Cash Flow <sup>1</sup> NPI FY 2023
<b>\$38B</b> Undersubscribed, Addressable Market	<b>93%+</b> Customer Gross Revenue Retention Rate FY 2023	<b>70+</b> Countries with Customers	<b>3.4T</b> Transactions Processed FY 2023 with 500,000+ Platform Logins

1. For definitions of non-GAAP measures or reconciliation of non-GAAP to GAAP measures, please refer to the appendix of this presentation.

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### PROS Platform: Harnessing AI, Size and Scale

The PROS Platform leverages award-winning AI algorithms across extensive data sets. With continuous learning and training, PROS has a trusted, robust and scalable AI platform.

- 40M AI models
- 31 patents and patents pending
- 3.4T transactions a year
- 6.6M transactions per minute
- Sub-700ms response time
- 99.98% uptime

**PROS AI Applications**

**PROS Development Tools**

**PROS AI Platform**

PaaS

IaaS

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### The PROS Platform

Built with the future of modern retailing in mind

**Offer Optimization**

The evolution of RM: the ability to dynamically identify and create the right product mix to every customer at a revenue-optimal price, regardless of channel.

**Offer Creation & Retailing**

The ability to construct in real-time a contextualized revenue-optimal offer and distribute it down the retail infrastructure across all offline and online channels of sale at scale and cost-effectively.

**Offer Marketing**

The ability to broadcast "on the shelf" and at scale those dynamic offers across all offline and non-airline marketing channels.

**Portfolio Management**

The ability to manage a single, non-fragmented, standalone catalog of products/services, their definitions and their stock keeper.

**Order Management**

The ability to store, manage and service orders in a unified manner a single repository of customers' purchased offers, called orders.

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### The PROS Platform

Sales Channels & Customer Touchpoints

**PROS Platform**

**Offer Management**

**Offer Optimization**

Direct online channels: landing pages, email

Non-airline channels: SEO, Google ads, social media, partners, 3rd party sites

**Offer Creation & Retailing**

Revenue Management

Willingness-to-Pay

Real Time Dynamic Pricing

Continuous Pricing

Group Sales

Corporate Sales

Ad Carg

**Portfolio Management**

Catalogue

Book Reserver

Schedule

Seat Map

Supplier Automation

**Order Management**

Order Lifecycle

Order Integrity

Order Repository

Payment Orchestration

**Partner Developer Portal**

Cost, Risk, Loyalty, other

**Backend Systems Integrations**

Deliveries, Finance, Legacy, other

**Data Layer**

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### The Perfect Storm

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### The Perfect Storm

Modernization is crucial to future success

Your infrastructure is holding you back from driving additional value creation.

Digitally-native consumers are not satisfied with current experience.

AI is changing everything.

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### Customers are Digitally-Native with High Expectations

**6hrs 40min**  
Average time spent online each day

**51% 73%**  
of consumers say businesses do not meet their expectations

**<9 seconds**  
The average human attention span is remarkably short, just 8.25 seconds while the golden rule is 3 seconds

- Consumers are digitally native
- Intolerant of delays and friction
- Looking for personalized experiences
- Empowered by mobile

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### You have a transformative decision ahead of you on your path to modern airline retailing.

**Monolithic, single vendor approach**

**Standards-based, best-of-breed**

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### The Path to Modernization and How to Fund it

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### The Path to Modernization and How to Fund it

5-step process to drive more revenue

1. Maximize your revenue across every seat, flight and market
2. Take advantage of fast growing ancillary market
3. Maximize direct and indirect channel distribution
4. Drive more revenue by selling in more ways and maximizing bottom of the plane
5. Take control of inventory and transactional dynamics, optimal offers

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### AI-powered ancillary pricing

**Dynamic Ancillary Pricing**

Generate passenger segments based on attributes that drive the order ancillaries are displayed, how they are bundled and the ultimate price to drive maximum conversion and revenue.

**>6%**  
Increase in ancillary revenue with Dynamic Ancillary Pricing

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### Take control: retail when, where, and how you want.

- Reduce dependency on legacy technology to enable better retailing and meet the needs of today's consumers
- Embrace a standards-based, best-of-breed approach to offers and orders
- Take small steps today to modernize and create value to fund the transition
- Recapture control of your inventory, pricing, product and retailing, outside of the PSS and GDS
- Ensure open, modular platforms vs. vendor lock-in, forced bundling and added fees
- Focus on delivering value throughout every step of the passenger journey

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### "PROS played a critical role in successfully implementing continuous pricing amid a pandemic, supporting Lufthansa Group's long-term strategy across revenue management and distribution, to meet revenue and growth goals"

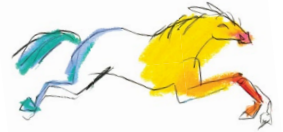
**Simon Rimrod**  
VP, Vice President of Commercial Offer  
Lufthansa Group

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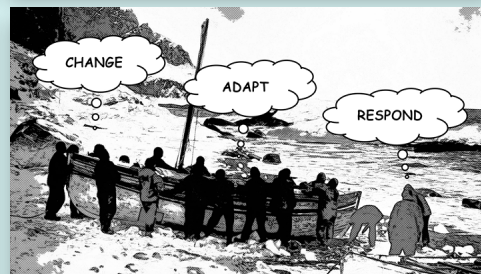
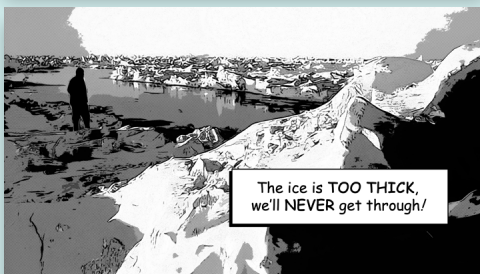
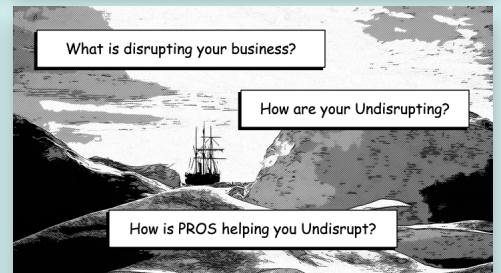
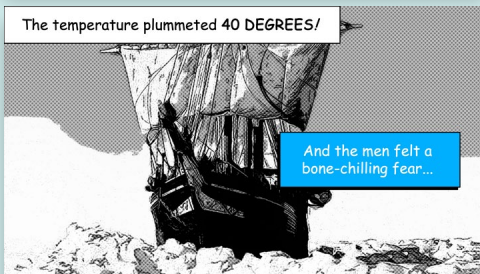
# PROS AI Keynotes

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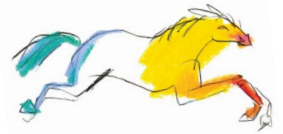
In a keynote speech, the CEO of PROS discusses the importance of addressing disruptive technologies and world events through the retelling of famed explorer Ernest Shackleton's fateful mission to Antarctica in 1915.





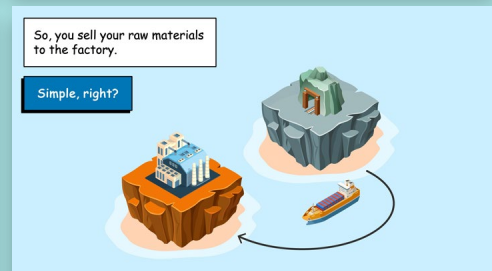
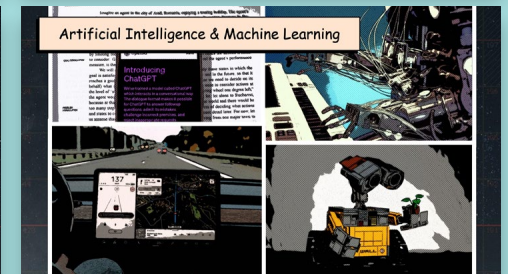
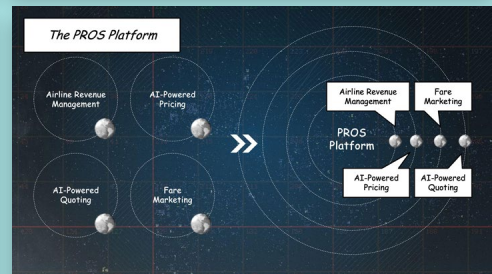
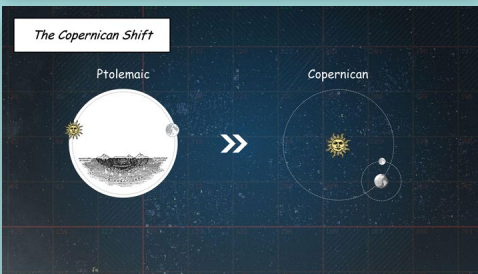
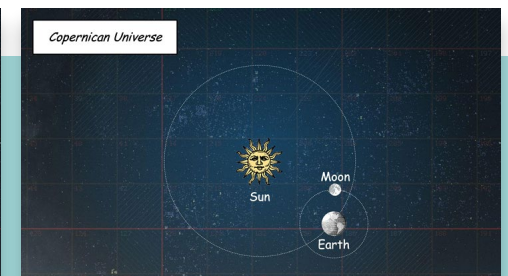
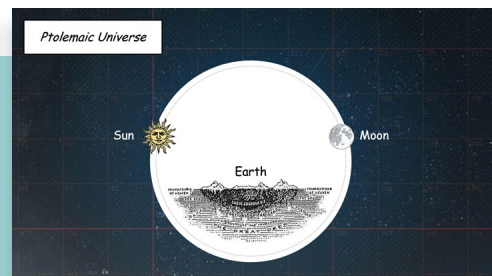
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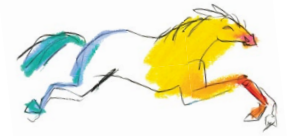
In a keynote speech, the CMO of PROS discusses paradigm shifts and challenging conventional ways of thinking through the story of famed Renaissance polymath Nicolaus Copernicus and the subsequent Copernican Revolution.





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In a keynote speech, the CEO of PROS discusses the importance of embracing Enterprise AI through the lens of offering a dream job augmented with AI-powered perks and benefits.

